105171 Orders Order / Rev: Alt Order #: 06839014 Product Desc: Issue Estimate: 1565 Flight Dates: 08/07/12 - 08/14/12 Primary AE: Original Date / Rev: 08/06/12 / 08/07/12 Sales Office: Order Type: **GENERAL** Sales Region: **Waterfront Strategies** Agency Name: **Buying Contact:** Billing Type: Billing Contact: Billing Calendar: 1010 Wisconsin Ave. Billing Cycle:

Amy McCreary

BLPHI National

Advertiser

Name:

Demographic: **Product Codes:**

Priority: Revenue Codes: Patriot Majority

A35+

PLI1 SELECT PRIORITY CODE

Washington, DC 20007

POLITICAL/AGY, PISSUE, GEN

Agency Commission:

New Business Thru:

Advertiser External ID:

Agency External ID:

Order Separation:

15%

Cash

Broadcast

EOM/EOC

00:08:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	56	\$63,875.00	\$54,293.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$63,875.00	\$54,293.75	0.00
Totals	56	\$63,875.00	\$54,293.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$63,875.00
Market	100%	\$199,609,38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,882.81
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$35,929.69
KTUD	1%	\$1,996.09
KVVU	15%	\$29,941.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,984.38

	Ln	Ch	Start	End	Inventory Code	e Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	08/07/12	08/13/12	Wake Up Early	w/ Wagn@M	4 30 a- 5a	MTWT⊢⊢S	:30	3	\$150.001	0.00 NM	3	\$450.00
					Wake Up Early	Wagners								
		WAKE (JP EARLY	W/THE V	VAGNERS									
		<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	W	eek: 08/	07/12	08/13/12	M⊣WT⊢⊢S	3	\$150.00	0.00						

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KSNV

Order / Rev:

105171

Advertiser:

Patriot Majority

Alt Order #: Flight Dates: 06839014

08/07/12 - 08/14/12

Product Desc: Estimate:

Issue 1565

L.n	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/07/12	2 08/13/12	Wake Up Early w/		430a-5a	MTWTS	:30	3	\$150.001	0.00 NM	3	\$450.00
	WAKFI	IP FARI	Y W/THE W	Wake Up Early W	/agners								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	Veek: 08/		08/13/12	M-WTS	3	\$150.00	0.00						
E 2	KSNV	08/07/12	2 08/13/12	Wake Up Early w/	Wagn@M	430a-5a	MTWTS	:30	1	\$200.001	0.00 NM	1	\$200.00
				Wake Up Early W						,	0.00		Ψ200.00
	WAKE	JP EARL	Y W/THE V	VAGNERS									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
******	Veek: 08/		08/13/12	M-WTS	1	\$200.00	0.00						
E 3	KSNV	08/07/12	2 08/13/12	M-F 5-6a WakeUp		5-6a	MTWTF	:30	1	\$400.001	0.00 NM	1	\$400.00
	WAKE I	IP WITH	THE WAG	M-F 5-6a WakeU∣ NERS	p w/vvagners								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 08/		08/13/12	M~WTF	1	\$400.00	0.00						
E 4	KSNV	08/14/12	2 08/14/12	M-F 5-6a WakeUp	w/WaQM	5-6a	-T	:30	1	\$400.001	0.00 NM	1	\$400.00
				M-F 5-6a WakeU	p w/Wagners								4 100.00
			THE WAG		_								
3.4		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Veek: 08/		08/19/12	-T	1	\$400.00	0.00						
E 5	KSNV	08/07/17	2 08/13/12	M-F 5-6a WakeUp M-F 5-6a WakeUp		5-6a	MTWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
	WAKE U	JP WITH	THE WAG		p w/vvagners								
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
ν	Veek: 08/	07/12	08/13/12	M-WTF	4	\$400.00	0.00						
E 6	KSNV	08/11/12	2 08/11/12	News 3 Sunrise -	SATUROM	6a-7a	S-	:30	1	\$350.001	0.00 NM	1	\$350.00
				News 3 Sunrise S	SATURDAY								40-0.00
			NRISE 8/4,8										
3.4	<u>Sta</u> //Veek: 08	rt Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
			08/12/12	Olympics Late Ne	1 2 CM	\$350.00	0.00	-00		#1.000.001			
L /	KONV	00/07/17	2 00/13/12	Late News during		11pm-12:35a	m M-WTFSS	:30	4	\$1,000.001	0.00 NM	4	\$4,000.00
	2012 SL	JMMER (OLYMPICS:	LATE NEWS 7/	Olympias								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 08/	07/12	08/13/12	M-WTFSS	4	\$1,000.00	0.00						
E 8	KSNV	08/11/12	2 08/11/12	Sa-Su Early News	CM CM	5pm-630pm	S-	:30	1	\$650.001	0.00 NM	1	\$650.00
	1601015		E1140	Sa-Su Early News	8								
		ARLY N		184	0		D. ()						
V	<u>ى اە</u> /Neek: 08	rt Date	End Date 08/12/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00						
				M-F Today Show		9-10a	-T	:30	1	\$500.001	0.00 NM		# 500.00
	· NOIT	00/ 1-1/ 1/	2 00/1-7/12	M-F Today Show		3-10a	=	.50		\$500,001	U.UU INIVI	1	\$500.00
	TODAY	SHOW I	I									ŀ	
		<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	Veek: 08/		08/19/12	-T	1	\$500.00	0.00						
E 10	KSNV	08/07/1	2 08/13/12	M-F Wheel	CM	7-730pm	MTWTF⊶⊶	:30	1	\$1,00 0.001	0.00 NM	1	\$1,000.00
	Whieel	OF FOR	TIME	M-F Wheel of For	tune								
			End Date	Weekdays	Spots/Week	Poto	Poting						
ν	/08/ Veek		08/13/12	M-WTF		<u>Rate</u> \$1,000.00	<u>Rating</u> 0. 00						
			2 08/14/12	M-F Wheel	CM	7-730pm	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
				M-F Wheel of For		. , 50piii	•	.00	•	# 11000,00 I	O.OO INIVI		ψ 1,000.00
	WHEEL	OF FOR	RTUNE										
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	Veek: 08/		08/19/12	-T		\$1,000.00	0.00	··· · · · · · · · · · · · · · · · · ·					
E 13	2 KSNV	08/14/1	2 08/14/12	Rachael Ray	CM	11am-12pm	-T	:30	1	\$325.001	0.00 NM	1	\$325.00
	RACHE	LRAY		Rachael Ray								[
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					i	
V	Veek: 08/		08/19/12	-T	1	\$325.00	0.00						
			2 08/14/12		CM	12-1230pm	-T	:30	1	\$425.001	0.00 NM	1	\$425.00
												_	

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Order / Rev:

105171

Advertiser:

Patriot Majority

Alt Order #:

06839014

Product Desc:

Issue

Flight Dates:

08/07/12 - 08/14/12

Estimate:

1565

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			Noon News Noon News									
NEWS	3 AT NO	ON								ü		
<u>Sta</u> Week: 08/	rt Date	End Date	Weekdays T	Spots/Week	<u>Rate</u>	Rating						
E 14 KSNV		08/19/12 2 08/14/12	The Tonight Shov	v CM	\$425.00 1135p-1237a	0.00 T	:30	1	\$425.001	0.00 NM	4	0405.00
			Tonight Show	y Oly	1100p-12076		.50		φ425.00 Ι	U.UU INIVI	ı	\$425.00
		W W/ JAY LE										
<u>Sta</u> Week: 08/	rt <u>Date</u> /13/12	End Date 08/19/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$425.00	Rating 0.00						
			M-F Today Show	III 4th ISM	10am-11am	-T	:30	1	\$325.001	0.00 NM	1	\$325.00
			Today 4th Hour						*	0.00	•	ψ020.00
	SHOW		Washdaya	Cmata Mila ale	Dete	D-4						
<u>5ta</u> Week: 08/	rt <u>Date</u> '13/12	End Date 08/19/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 16 KSNV	08/07/1		M-F 6-7a WakeU	p w/Wa@M	6-7a	MTWTF	:30	4	\$700.001	0.00 NM	4	\$2,800.00
MAKE	I ID MUTI	LTUELWAG	M-F 6-7a WakeU	p w/Wagners								, ,
	op with	I THE WAGI End Date	N⊨RS Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/13/12	M-WTF-~	<u>opotarvicek</u> 4	\$700.00	0.00						
E17 KSNV	08/07/1	2 08/13/12	M-F 6-7a WakeU	p w/Wa@M	6-7a	MTWTF	:30	1	\$700.001	0.00 NM	1	\$700.00
MAKE	l lo witt	THE WAG	M-F 6-7a WakeU	p w/Wagners							ı	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ı	
Week: 08/		08/13/12	M-WTF	1	\$700.00	0.00					ı	
E18 KSNV	08/07/1	2 08/13/12	M-F Jeopardy	СМ	630-7pm	MTWTF	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
JEOPA	RDY		M-F Jeopardy								ı	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ı	
Week: 08/	/07/12	08/13/12	M-WTF	1	\$1,000.00	0.00					ı	
E 19 KSNV	08/14/1	2 08/14/12	M-F Jeopardy	CM	630-7pm	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
JEOPA	RDY		M-F Jeopardy								ı	
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					ı	
Week: 08/		08/19/12	-T	1	\$1,000.00	0.00					ı	
E20 KSNV	08/07/1	2 08/13/12	M-F Early News M-F Early News	CM	5-630p	MTWTF	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
EARLY	NEWS		WE LATTY NEWS								ı	
	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					ı	
Week: 08/		08/13/12	M-WTF		\$1,000.00	0.00	.00		A4 000 004	2.22.144	l .	
EZI KONV	00/14/1	2 00/14/12	M-F Early News M-F Early News	СМ	5-630p	-T	:30	1	\$1,00 0.001	0.00 NM	1	\$1,000.00
EARLY	NEWS									1		
	art Date	End Date	<u>Weekdays</u> -T	Spots/Week	Rate	Rating						
Week: 08/ E22 KSNV		08/19/12	M-F Early News	CM	\$1,000.00 5-630p	0.00 MTWTF	:30		\$1,000.001	0.00 NM		#6 000 00
LZZ KOW	00/0///	2 00/10/12	M-F Early News	OW	3-430p	M W	.50	O	φ1,000.001	U.UU INIVI	6	\$6,000.00
EARLY			· · · · ·									
<u>Sta</u> Week: 08	art <u>Date</u> /07/12	End Date 08/13/12	<u>Weekdays</u> M-WTF	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
E23 KSNV			Chris Matthews 9		9:30a-10a	S	:30	1	\$500.001	0.00 NM	1	\$500.00
			Chris Matthews S			_		•	4 000.00 (3,00 11,11	·	φοσο.σσ
		EWS SHOW	Mookdow	Constantin	Det-	D. Harri						
<u>ى ا</u> Week: 08	art <u>Date</u> /06/12	<u>End Date</u> 08/12/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E24 KSNV				CM	3-4p	+T-+	:30	1	\$450.001	0.00 NM	1	\$450.00
DD D	111		Dr Phil							***		
DR. PH Sta	IIL art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				1		
Week: 08		08/19/12	-T	1	\$450.00	0.00						
E25 KSNV	08/07/	2 08/13/12		CM	4-5pm	MTWTF	:30	1	\$600.001	0.00 NM	1	\$600.00

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Rate Pri

\$600.001

\$700.001

\$700.001

\$700.001

\$700.001

\$6,000.003

1 \$1,400.001

1 \$4,000.001

\$175.001

Order / Rev:

105171

Advertiser:

Patriot Majority

Alt Order #: Flight Dates:

Ch

Ln

06839014

08/07/12 - 08/14/12

Product Desc:

Issue

Days

Len Spots

:30

:30

:30

:30

:30

:30

:30

:30

:30

Estimate:

Break Start/End Time

1565

KSNV

0.00 NM

Rtg Type Spots

Amount

\$600.00

\$700.00

\$700.00

\$700.00

\$700.00

\$24,000.00

\$2,800.00

\$1,400.00

\$4,000.00

\$175.00

1

1

1

1

2

FIRST NEWS 3	AT FOLID

Start

End Date Start Date Weekdays

End

(4:00 PM-4:30 PM)

4PM NEWS (1 hour) Spots/Week

Rate Rating M-WTF--Week: 08/07/12 08/13/12 \$600.00 0.00 NEWS 3 at 4 (1 HOUR)CM E 26 KSNV 08/14/12 08/14/12 4-5pm

NEWS 3 at 4 (1 HOUR)

Inventory Code

4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR

Start Date End Date Weekdays Spots/Week Rate Rating

Week: 08/13/12 08/19/12 -T----\$600.00 0.00

MTWTF--

NEWS 3 at 4 (1 HOUR)CM E 27 KSNV 08/07/12 08/13/12 4-5pm 4PM NEWS (1 hour) (4:00 PM-4:30 PM)

FIRST NEWS 3 AT FOUR

Start Date **End Date** Weekdays Spots/Week Rate Rating

M-WTF--Week: 08/07/12 08/13/12 \$700.00 0.00

E 28 KSNV 08/07/12 08/13/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--

4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 4 AT 430P

Start Date End Date Weekdays Spots/Week Rating Rate

M-WTF--Week: 08/07/12 08/13/12 \$700.00 0.00

E 29 KSNV 08/14/12 08/14/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -T----

4PM NEWS (1 hour) (4:30 PM-5:00 PM)

NEWS 4 AT 430P

Start Date **End Date** Weekdays Spots/Week Rate Rating

Week: 08/13/12 08/19/12 -T----\$700.00 0.00

E30 KSNV 08/07/12 08/13/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--

4PM NEWS (1 hour) (4:30 PM-5:00 PM)

NEWS 4 AT 430P

Start Date End Date Weekdays Spots/Week Rate Rating M-WTF--Week: 08/07/12 08/13/12 \$700.00 0.00

E31 KSNV 08/07/12 08/13/12 Olympics Primetime CM 7pm-12am MTWTFSS

Olympics Primetime

2012 SUMMER OLYMPICS: PRIME COVERA

Start Date End Date Weekdays Spots/Week Rate Rating M-WTFSS

Week: 08/07/12 08/13/12 4 \$6,000.00 0.00 E32 KSNV 08/07/12 08/13/12 **Today Show** CM 658a-9am MTWTF--:30 2 \$1,400.001 0.00 NM

Today Show

TODAY SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating

Week: 08/07/12 08/13/12 M-WTF--2 \$1,400.00 0.00

E33 KSNV 08/07/12 08/13/12 Today Show CM 658a-9am MTWTF--

Today Show **TODAY SHOW**

Start Date **End Date** Weekdays Spots/Week Rating Rate

08/13/12 M-WTF--Week: 08/07/12 \$1,400.00 0.00

E34 KSNV 08/14/12 08/14/12 Tues PR 8-10p CM Tuesday Prime 8-10pm

AMERICA'S GOT TALENT (O) 8/14-9/4

Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating

-T----Week: 08/13/12 08/19/12 \$4,000.00 0.00 1 4-430am CM

N 35 KSNV 08/13/12 08/13/12 Early Today

Early Today Start Date

Week: 08/13/12

08/19/12

End Date Weekdays Spots/Week

Rate \$175.00

8-10pm

Rating 0.00

-T----

\$63,875.00 56

Totals